

Appl. No. 09/935,774
Docket No. 8231
Amdt. dated March 18, 2008
Reply to Office Action mailed on September 19, 2007
Customer No. 27752

AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1-11 (Cancelled).

12. (Currently Amended) A computer-implemented method for determining an effect of changing an environment parameter in a store environment, comprising:

(a) generating **in a first store:**

(i) a first plurality of product container tracks through the **first** store environment, each of the first plurality of product container tracks being representative of a continuous path followed by each of a first plurality of product containers; and

(ii) a first plurality of product tracks through the **first** store environment, each of the first plurality of product tracks being representative of when a product is placed into or removed from the product container during the continuous path followed by each of the first plurality of product containers, comprising using Radio Frequency identification tags on the products and sensors sensing said tags;

to a point-of-sale location before one or more store environment parameters **of the first store** is changed;

(b) generating:

(i) a second plurality of product container tracks through the **first** store environment, each of the second plurality of product container tracks being representative of a continuous path followed by each of a second plurality of product containers; and

(ii) a second plurality of product tracks through the **first** store environment, each of the second plurality of product tracks being representative of when a product is placed into or removed from the product container during the continuous path followed by each of the second plurality of product containers, comprising using Radio Frequency identification tags on the products and sensors sensing said tags;

to a point-of-sale location after the one or more store environment parameters **of the first store** is changed;

(c) generating in a second store:

(i) a third plurality of product container tracks through the second store environment, each of the third plurality of product container tracks being representative of a continuous path followed by each of a third plurality of product containers; and

(ii) a third plurality of product tracks through the second store environment, each of the third plurality of product tracks being representative of when a product is placed into or removed from the product container during the continuous path followed by each of the third plurality of product containers, comprising using Radio

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Frequency identification tags on the products and sensors sensing said tags;
to a point-of-sale location before one or more store environment parameters of the second store is changed;

(d) generating in a second store:

(i) a fourth plurality of product container tracks through the second store environment, each of the fourth plurality of product container tracks being representative of a continuous path followed by each of a fourth plurality of product containers; and

(ii) a fourth plurality of product tracks through the second store environment, each of the fourth plurality of product tracks being representative of when a product is placed into or removed from the product container during the continuous path followed by each of the fourth plurality of product containers, comprising using Radio Frequency identification tags on the products and sensors sensing said tags;

to a point-of-sale location after the one or more store environment parameters of the second store is changed;

(e) sending via the Internet to a single repository: the first and second plurality of product container tracks of the first store; the first and second plurality of product tracks of the first store; the second and third plurality of

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product container tracks of the second store; third and fourth plurality of
product tracks of the second store,

wherein the single repository is situated remotely from the first store
and the second store; and

(f) [(c)] **accessing the single repository and** analyzing:

(i) the first and second plurality of product container tracks;

[[: and]]

(ii) the first and second plurality of product tracks;

(iii) the third and fourth plurality of product container tracks;

and

(iv) the third and fourth plurality of product tracks;

to determine a relationship [[relationships]] between the one or more store
environment parameters of the first and second stores and the effect.

13. (Currently Amended) The method of claim 12 wherein analyzing the first, [[and]]
second, third, and fourth plurality of product container tracks, or the first, [[and]]
second, third, and fourth plurality product tracks, comprises determining one or more
coefficients using regression analysis to analyze selected product container tracks or
product tracks, ~~ones of the first and second plurality of tracks,~~ each coefficient
representing a relationship between one of the store environment parameters and ~~one of~~
~~the one or more of the effect~~[[s]].

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14. (Canceled)

15. (Currently Amended) The method of claim [[14]] **13** wherein the plurality of identification tags comprises active transmitters and the plurality of sensors comprises passive sensors for detecting radiation from the transmitters.

16. (Original) The method of claim 12 wherein the store environment parameters comprise at least one of signage, end cap position, position of special promotion areas, position and type of informational kiosks, store-within-a-store areas, shelf configuration, lighting, flooring, scents, aisle length, aisle orientation, and aisle configuration.

17. (Currently Amended) The method of claim 12 further comprising determining validity of each of the first, [[and]] second, **third, and fourth** plurality of product container tracks before analyzing the first, [[and]] second, **third, and fourth** plurality of product container tracks.

18. (Currently Amended) The method of claim 17 wherein the validity of each of the first, [[and]] second, **third, and fourth** plurality of product container tracks is determined with reference to whether the product container track includes any idle periods greater than a programmable time period.

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19. (Currently Amended) The method of claim 17 wherein the validity of each of the first, ~~[[and]]~~ second, **third, and fourth** plurality of product container tracks is determined with reference to whether the product container track begins within a starting region in the store environment.

20. (Original) The method of claim 12 wherein the effects comprises sales of a particular item.

21. (Currently Amended) The method of claim 12 wherein the first, ~~[[and]]~~ second, **third, and fourth** plurality of product tracks are analyzed with reference to point-of-sale data generated at the point-of-sale location.

22. (Currently Amended) The method of claim 12 wherein the first, ~~[[and]]~~ second, **third, and fourth** plurality of product tracks are analyzed with reference to product placement data correlating particular products with physical locations in the store environment.

23. (Currently Amended) The method of claim 12 further comprising using heat signature data to generate at least some of the first, ~~[[and]]~~ second, **third, and fourth** pluralities of product container tracks.

24 - 36 (Canceled)